

1        INFORMATION CONTENT DISTRIBUTION BASED ON PRIVACY AND/OR  
2                    PERSONAL INFORMATION

3                    ABSTRACT

4        The present invention provides methods and apparatus to  
5        protect user privacy while accessing information in public  
6        places, using both public and personal devices. This is  
7        achieved by employing a mechanism that prevents private  
8        information from being displayed on public devices. Instead,  
9        this type of information is made available only to a user's  
10       personal device(s) that the user carries and/or trusts. An  
11       example embodiment of the invention shows relevant parts of  
12       the information content, referred to also as information  
13       documents or simply documents, to multiple devices based on  
14       privacy level and user preferences. Embodiments of the  
15       present invention also provide personalized services based  
16       on privacy levels defined by users. These users can for  
17       example be customers of a retail store. The service provided  
18       is sometimes also based on user history of accessing infor-  
19       mation documents. It permits personalized information to be  
20       sent to a customer's personal device.